

Intercollegiate
Broadcasting
System

WRUM

640 KC.

Trumbull
Broadcasting
Association

LOCAL RATE CARD NO. 1

University of Connecticut, New London, Conn.

This rate card is published for the convenient reference of advertisers, and is not to be considered as an offer of facilities.

GENERAL INFORMATION:

Station WRUM is a member of IBS, a national system of college campus radio stations, designed to reach college students.

Fort Trumbull, the locale of Station WRUM, is a branch of the University of Connecticut, with a male student body of approximately 2000 and a resident population of 1700.

Campus radio stations operate during the academic year only and broadcast for two semesters of 13 weeks each. Semesters start approximately September 15 and February 1.

WRUM Broadcasting Hours: At present local time is available during the evening hours of 7:00-11:00 P. M. As time goes on our facilities will probably expand, thus giving us available daytime hours between 7:00 and 8:00 A. M. and between 12:00 M. and 1:00 P. M. All hours listed apply to a four-day week (Monday to Thursday pro tem).

Station WRUM reserves the right (with advertiser's approval) to edit and revise all commercial copy which would not receive the desired student response, in order to present our sponsors in the most advantageous light.

UNACCEPTABLE PRODUCTS:

Any spiritous or "hard" liquors. Some medicinal products including laxatives.

POLITICAL BROADCASTS:

Carried on sustaining time only.

COMMISSIONS:

No commissions will be granted by Station WRUM. No cash discounts. All discounts will be billed monthly.

CONTRACT REQUIREMENTS:

All program material and commercial copy subject to the approval of Station WRUM. Contracts accepted for periods up to and including 13 weeks.

Commercial copy, or change thereof, will be submitted 10 days prior to the commencement of the contract.

DISCOUNTS:

Frequency discounts on number of weeks ordered as follows:

1 week	0%
3 weeks	½ %
6 weeks	1%
13 weeks	2½ %

Where an advertiser uses the same or greater service beyond an initial 13 week period, he will be entitled to the same rate and/or discount earned during the initial 13 week period. This should not be misconstrued as providing rate or discount protection beyond a 13 week period in the event of rate and/or discount change.

RATES:

This table is based on a four-program or announcement schedule per week. All rates listed include discount reduction (see table of discounts):

Weeks	Program			Announcement	
	15 min.	10 min.	5 min.	1 min.	30 sec.
13				50.70	21.78
6			35.64	23.76	14.85
3	44.78	22.39	17.91	11.94	7.46
1	15.00	7.50	6.00	4.00	2.50

PROGRAM PREFERENCES:

The preferences of college students do not correspond with those of the general public. The following represents the percentage of students giving a "like" answer from a choice of "like", "dislike", and "indifferent" in a poll taken at Fort Trumbull in February, 1948:

	Percent
Popular dance music	88
Semi-classical music	87
News Bulletins	67
Symphonic Music	60
Variety, comedy	44
News Commentators	33
Plays (non-mystery)	30
Mystery plays	35
Sports Events	78
Hot Jazz, blues	49
Operas, operatic music	34
Folk music, Spirituals	32
Quiz Programs	18
Sports Commentators	48
Round Tables	28
Talks, Interviews	25
Religious Programs	10
No. of students polled	1000

LENGTH OF COMMERCIAL COPY:

Total length of broadcast	Time	Words
5 Minutes	1:45	220
10 Minutes	2:00	250
15 Minutes	2:30	320
1 Minute	1:00	125
30 seconds	0:30	65

NEWS SERVICE:

At the present time station WRUM provides the student body with the most complete coverage of campus news and events possible. There is no national or international service available until further notice.

MUSIC CLEARANCE:

ASCAP, BMI, AMP, and SESAC cleared through IBS with no additional charge to the sponsor.

TALENT:

Station WRUM is a student activity. Personnel of the station work in the interest of the activity and for the experience they can garner from it, hence no talent fees.

TRANSCRIPTIONS:

Standard equipment in Station WRUM includes two turntables with 33 1/3 and 78 RPM speeds on each. Recording facilities are also available. Transcriptions of commercials will be available for sponsors, and sponsors may submit transcriptions to be used with the approval of the Business Office and the Production Department.

ORIGINATION FACILITIES:

At the present time all programs originate in the studios of Station WRUM. Soon remote facilities will be available for gymnasium, auditorium, and student night club broadcasts. There will be no extra charge to the sponsor for this service.